

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: R.D. Ellis et al. Attorney Docket No.: 130081

Application No.: 09/998,901 Art Unit: 3622 / Confirmation No: 4144

Filed: November 29, 2001 Examiner: M. Bekerman

Title: METHOD AND SYSTEM FOR DYNAMICALLY INCORPORATING  
ADVERTISING CONTENT INTO MULTIMEDIA ENVIRONMENTS

AMENDMENT AND RESPONSE TO RESTRICTION REQUIREMENT

Seattle, Washington 98101

December 27, 2007

TO THE COMMISSIONER FOR PATENTS:

INTRODUCTORY COMMENTS

In response to the Office Action mailed October 31, 2007, please amend the above-identified application as follows and consider the accompanying remarks.

**Amendments to the Claims** are reflected in the listing of the claims, which begins on page 2 of this paper.

**Remarks** begin on page 8 of this paper.